

New Media and Globalization: Norway and China

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Last year I visited China three times to attend conferences and, as it turned out, to meet with many of the contributors to this special issue of *Intercultural Communication Studies*. I was quite pleased with the networking and discussions with my colleagues. Then one of my Norwegian students criticized my frequent airplane travels between Norway and China, claiming that it was having a negative impact on global CO₂ emissions. Why did I not instead use video conferencing or other civilized means of new media and mediated communication forms that are gaining currency with increased globalization? Baffled at first, and almost regretting that I had recommended my students read, T. Freidman's (2006) *The World is Flat. The Globalized World in the Twenty-First Century*, I was forced to systematize my thoughts on communication in an increasingly globalized world. Luckily, many types of communication at the interpersonal level are still direct and physically face-to-face. These need not be transmitted through or depend on media. Yet a significant and apparently increasing proportion of our communication even at the interpersonal level is *mediated* in the sense that it is delivered through or with the assistance of media technologies (Thussu, 2006). These range from increasingly sophisticated mobile phones to blogs and cyber communities like *Facebook* or *MySpace*. The ubiquitous Internet facilitates many of these new communication forms and is making them ever more mainstream. In a sense, yesterday's citizens are becoming tomorrow's netizens.

Mediated Communication, New Media and Globalization

The most obvious example of the increased importance of mediated communication probably involves television, traditionally the most popular medium worldwide. Television -- whether distributed through terrestrial, satellite or cable transmission systems, is now undergoing digitization. With the proliferation of multiplex digital channels, much more content is available to viewers than before, and two-way, interactive digital TV programs such as *Idol* are becoming increasingly popular in many countries. Another example is the electronic book or e-book. It is now on the market and cheaper than its printed parent. The e-book allows access to hundreds of books in one hand-held device. The electronic ink of the e-book offers better visual reading quality than a traditional PC screen. Also, children and the visually impaired can activate sound so the text can be read aloud. In reality, the e-book allows you to carry around a library in your pocket (Dupois & Grallet, 2008). Both interactive digital TV and e-books are emblematic of new media. A basic distinction between "old" and "new" media is to see the former as print-based and/or one-way, like traditional newspapers or TV and radio broadcasting, while the latter are overwhelmingly electronic, two-way and interactive (Everett & Caldwell, 2003; Manovich, 2001; Wardrip-Fruin, 2003). More specifically, new media can be seen as information and communication technologies plus their social usage. This last context-related dimension involves a) The devices used to communicate or convey information; b) The activities and practices in which people engage

to communicate or share information; and c) The social or organizational forms that surround these devices and practices (Lievrouw & Livingstone, 2007, p. 2). This means that the analysis of “new media” can involve at least three analytical levels, ranging from devices through social practices of individuals or groups to organizations and organizational communication. Another important point with new media regards the financing where advertising is playing an ever more important role (Spurgeon, 2008).

Of course, opinions vary on where increasingly mediated communication forms and new media will lead us and what the effects are. After all, IFS (the information fatigue syndrome) suggests there are limits to how much media content we can absorb. The skepticism to television articulated, for example, by Postman (1986) and Bourdieu (1998) and the “dumbing down” debate of mass media can be extended to the entertainment-focus of new media, such as computer games. If we add to this that media conglomerates and ownership concentration spawned by advertising-funded media often involve a fusion of news and entertainment, as we see with The Walt Disney Company, there are reasons for concern. Yet it has proven very difficult to stop technological advances, and technological laggards are an endangered species.

Ever since Marshall McLuhan’s concept of the “global village” was coined in the mid-1960s, communication at all levels, from interpersonal phone calls to mass communication and transnational broadcasting, has become increasingly media-dependent, or mediated. Our messages, or rather the content we put into our messages, are increasingly being channeled through and processed by a variety of new media technologies and formats before reaching the receiver. New interactive media muddle the traditional distinction between sender and receiver. When tourists check out distant destinations and plan itineraries through Google Earth where sights can “speak” back to us through animations or guided virtual tours, who is then the sender and who is the receiver? Further examples of such interactive new media are online newspapers, blogs, web pages, electronic net journals, e-mails and SMS, CD/DVD, electronic kiosks, virtual reality and cyber societies, data games, interactive TV, IP-telephoning, e-commerce, 3G mobile telephoning, and podcasting (Lievrouw & Livingstone, 2007). Some would also include electronic books where publishers can now choose between several technologies such as Sony’s Reader PRS-505, Booken’s Cybook, Ganaxa’s GeR2, or iRex Technologies’ iLiad (Dupois & Grallet, 2008). In Norway the latest fashion is “litcasting,” or the broadcasting of sound books. Some see these developments as an irreversible consequence of a technology-driven process and technological determinism. McLuhan argued that “In the electric age, when our central nervous system is technologically extended to involve us in the whole of mankind ... the globe is no more than a village” (1964, p. 5). Others take a more sinister view and see a development from Orwell’s *1984* to an emerging surveillance society where all our electronic traces as individual citizens are assembled in databases beyond our reach and control (Hirst & Harrison, 2007).

Since the 1960s, the process of globalization and the attendant forms of mediated communication have undergone tremendous changes. This is not the time or place to elaborate on what Curran (2002) has called “the absent debate” in the development of globalization theory and practice, but some key points should be outlined. Writing in the early 1990s, Sreberny (1991, reprinted 2006, p. 605) asserted that the field of international communications since the 1960s had been dominated by three successive intellectual paradigms: a) communications and development; b) cultural imperialism and c) revisionist

cultural pluralism. To this she added her own fourth paradigm with globalization of media forms, structures, flows and effects. The most critical contemporary voices regarding globalization see it as a US-led (and to some extent also European) exploitation of a single, worldwide market where new media forms are simply tools of an emerging surveillance economy and society (Ahmad, 2004; Hirst & Harrison, 2007, p. 49). Less critical voices argue that while globalization may lead to unprecedented standardization and cultural homogeneity, the global media industries have responded by producing global media in 'local' languages and integrating 'local' content in various ways (Machin & van Leeuwen, 2007, p. 2-3). Agreeing with this last view Volkmer (2005, p. 367) describes a global public space and a new transnational dimension for political communication that influences national/statist political spheres. Today, globalization is bringing change to the established system of nation states with national languages and cultures. Increasingly, an emerging global language and culture transmitted by global corporations and international organizations rather than nation-states is making itself felt. In this process mediated communication is playing a key role, although there is disagreement on the extent and pace of the process and the exact role of the media (Machin & van Leeuwen, 2007, p. 2-3; Curran, 2005, p. 182; Hafez, 2007; McDowell et al., 2008). Consistent with this breadth of perspectives, some emphasize that globalization is inextricably linked with related concepts such as deterritorialization, disembedding, acceleration, standardization, interconnectedness, movement, mixing, vulnerability, and re-embedding (Hylland Eriksen, 2007, p. 7-8). Others again encapsulate many of the same problems in terms such as "globalists" vs. "anti-globalists," "the infosphere," etc. (Held & McGrew, 2007; McDowell et al., 2008). Despite these differences, we can conclude that the following is a fairly standard view of the relationship between new media and globalization today:

Globalization is ... the overall process whereby the location of production, transmission and reception of media content ceases to be geographically fixed, partly as a result of technology, but also through international media structure and organization. Many cultural consequences are predicted to follow, especially the delocalizing of content and undermining of local cultures. These may be regarded as positive when local cultures are enriched by new impulses and creative hybridization occurs. More often they are viewed as negative because of threats to cultural identity, autonomy and integrity. The new media are widely thought to be accelerating the process of globalization." (McQuail, 2005, p. 556-557)

Needless to say, these changes have also affected journalism and the role of the journalist, including in China where Lee (2005) distinguishes historically between three broad types of journalists: Confucian-liberal (1900s-1940s), Maoist (1949-present) and Communist-capitalist journalists (from 1980s, esp. after 1992). In China, the role of the Communist Party still precludes an independent role for journalism, (e.g. the media are not mentioned in text books on the Chinese government) (Yang, 2004). The different understandings of journalism in China and in the West have become apparent in the run-up to the Beijing Olympics (Markin, 2007; Foss & Walkosz, 2007). Ultimately, the changes affect all of us and how we as citizens and individuals perceive the world through national, transnational and global news flows. Prior to the arrival of the Internet and online journalism from the mid-1990s onward, global

news followed four main routes: news organizations' own foreign correspondents, news agencies, shortwave radio, and satellite television. The advent of the Internet, information age journalism, online journalism, blogs, and citizen journalism has changed the profession. The web now offers a proliferation of news sources, institutional and individual, that represent alternatives to journalistic gate-keeping. Truthful and accurate reporting may still be a professional ideal for many, and investigative reporting is no doubt still taking place, but the overall impact of new media on the quality and direction of journalism is unclear. If we add to these issues the concentration of media ownership, media conglomerates, the forces of advertising-funded media, the fusion of the entertainment and news industries, and media convergence, we are looking at the major challenges and critical issues facing contemporary journalism which are to a large extent accentuated by globalization and new media. (Allan, 2005, 2006; Campbell, 2005; Croteau & Hoynes, 2005; Curran, 2002; McPhail, 2006; Spurgeon, 2008).

Norway, China and Virtual Cosmopolitanism

Norway and China are obviously very different countries in many respects, most obviously in terms of geography and demography. While tiny Norway is home to a small population of 4.6 million and covers only 323,875 square kilometers in the northern corner of Europe, immense China with a population of 1.3 billion straddles no less than 9,560,900 square kilometres and many time zones at the other side of the globe. If we look at some selected ICT parameters, these also show clear differences, e.g. telephone lines per 100 inhabitants: Norway: 45.7 and China: 26.6; or mobile phone subscribers per 100 inhabitants: Norway: 102.9 and China: 29.9; or computers per 1,000 inhabitants: Norway: 57.2 and China: 4.1; and lastly Internet hosts per 1,000 inhabitants: Norway: 515.2 and China: 1.5 (*The Economist* 2007, p. 131,189). The differences extend also to how governments relate to globalization and mediated communication. Global information and communication technologies pose a number of challenging issues to nation states, especially transnational issues of intellectual property rights, privacy and freedom of expression (Stein & Sinha, 2007). It may be sufficient here to note that China and Norway differ in how their governments are handling these issues. Thus Rao (2005, p.282-283) has classified information societies on a scale ranging from "restrictive" to "embryonic," "emerging," "negotiating," "intermediate," "mature," "advanced," and "agenda-setting." He places China in the "negotiating" group. Here widespread Internet/wireless infrastructure exists, there are local capacities for ICTs and e-commerce, and governments are "negotiating" benefits and challenges of new media while authorities exercise strong control over online content and search engines, coupled with political and cultural censorship of the Internet. Though not specifically mentioned, Norway would most probably be put in the "mature" group where there is large-scale penetration of Internet/wireless; a mature business model for online content, and furthermore the political climate is generally free of censorship for traditional and online media. Whether one agrees with Rao's terminology or not, the issues he identifies are in ample evidence in China and in Norway, as the articles in the present volume reflect. In comparing two such very different countries as Norway and China in terms of the information society criteria and terminology of Rao, we need to keep in mind the much larger growth potential of China. In December 2007, Asia accounted for 38.7% of world internet users, and the corresponding figures for other

regions were: Europe (26.4%), North America (18%), Latin America/Caribbean (9.6%), Africa (3.4 %), Middle East(2.5%) and Oceania/Australia (1.5%). In China the most recent figures estimate there were 210 million internet users in December 2007, compared with only 22 million in 2000. With higher penetration rates there is no doubt China will dominate global Internet user statistics (Internet World Statistics, 2008).

In terms of globalization and new media, both Norway and China are affected in many ways. The blog of the two Chinese Dormitory Boys and their tremendous success on YouTube with their dubbed versions of pop hits reflect that new media is tremendously popular among Chinese youth with access to the Internet. Scholarly works on traditional Chinese culture may need to be rewritten in the years ahead (Zhang Qishi, 2004). Their blog (Dormitory Boys, 2008) is also very popular with Norwegian youths, suggesting that although Norway and China are far apart geographically, this is no impediment to global netizens or virtual cosmopolitans from both countries. But also in “real” life outside cyberspace and the blogosphere there are now close bilateral relations between Norway and China, both economically and politically.

As a newly appointed executive officer at The Norwegian Ministry of Trade and Shipping in the early 1980s, I was second to the “China desk” and monitored the economic and commercial ties between Norway and China. I frequently met with Chinese guests and came to realize how misleading the stereotype of Chinese collectivism versus Norwegian individualism could be. When I some years later worked as Regional manager for the Far East in a private commercial bank, I travelled extensively in Asia and gained a deeper understanding of China.

Ever since Norwegian sailors from the 1600s started bringing back exotica from China that duly entered into private collections and folk culture, there has been a fascination among many Norwegians with distant China (Huitfeldt, 2002). China’s unprecedented economic growth over the last 2 decades has turned it into a key stakeholder in global politics and trade, a change that Norway (as only a small global stakeholder) has attempted to adjust toward. The Norwegian government in August 2007 launched a new strategy regarding China, encouraging increased and intensified bilateral contacts at all levels. Almost a year before that, in December 2006, my faculty at Oslo University College decided to host a visiting scholar from China – Dr. Yu Wang from the Communication University of China in Beijing – for a 10-month period, under the bilateral cultural exchange program between the two countries. Shortly after her arrival in Oslo in September 2006, she and I decided to co-author a research paper on digital TV. We also received generous support from the KLOK program at Oslo University College, a cross-disciplinary research program involving several faculties and centers. In October, we also applied to The Norwegian Research Council for a small grant for a project entitled “Norwegian-Chinese Media and Communication Research.” The financing we received in December 2006 has so far resulted in two work shops, several conference papers and meetings during the course of 2007, including the 12 papers in this special volume of *Intercultural Communication Studies*.

Special Issue of *Intercultural Communication Studies*

While *Intercultural Communication Studies* over the years has published numerous contributions on various media and on different aspects of the media, the field of intercultural

communications as such has still not addressed the role of new media. For instance, the otherwise excellent textbook by Neuliep (2006) does not index or fully discuss “media” or “new media.” There is considerable potential for intercultural communication studies in terms of new media. This special issue of *Intercultural Communication Studies* brings together 12 articles, including this introductory article, on various forms of new media, mediated communication and globalization in Norway and China. The number of articles is more a reflection of the size of the research group than a parallel to the Chinese zodiac. They all address most of the issues identified by Rao and other scholars referred to above. Most of the articles are linked with the research project I had the pleasure of heading in 2007, and it has been my great privilege to work with distinguished scholars, PhD candidates and Master students from Norway, China and the US in a multidisciplinary group with both established and new scholars where our common goal has been to write research papers related to new media, mediated communication and globalization. A broad concept of the media has been encouraged, extending the definition to embrace mediated communication taking place, for example, through or in art exhibitions and the classroom. This is consistent with the “organizational forms” dimension of new media mentioned earlier and defined by Lievrouw & Livingstone (2007). While this broad definition may irk some media purists, it is consistent with the rapid changes that are taking place in new media studies: if we today can conduct e-tours of museums and art exhibitions from our laptops wherever we happen to be, or access global literature through e-books from any geographic vantage point, it seems reasonable not to exclude institutions or organizations using new media to broaden communication with their audiences. In a media-saturated global environment, media literacy similarly must adopt a broad understanding of the media (Potter, 2004). Consequently, organizational communication can be part of new media studies (Eisenberg & Goodall, 2004).

In media and communication studies as it is taught in Western liberal democracies, one traditionally distinguishes between three different research traditions depending on the frame of analysis: institutions, texts or audiences (Bertrand & Hughes, 2005). Some authors like McQuail (2005) throw in effect studies with audience research. Had this research project only involved myself or close colleagues in media & communication studies or journalism studies, these paradigms may well have prevailed in selecting and arranging articles for this type of anthology. However, the KLOK program at Oslo University College which initially supported this project, encourages multidisciplinary and multi-method research (Brewer & Hunter, 2006), and from the outset several of my colleagues from the Center for Educational Research and Development took active part. In addition, the project soon attracted scholars with diverse disciplinary backgrounds from both mainland China, Hong Kong and the U.S. This diversity is felt in the articles to follow. Likewise, this has been a further reason to adopt a broad definition and understanding of “media” and of “mediated communication.”

On behalf of the authors, I would like to thank The Research Council of Norway for generous support, and also the KLOK research program at Oslo University College. I also want to thank The International Association for Intercultural Communication Studies for agreeing to publish this special issue of *Intercultural Communication Studies*. I am very indebted to Juntao He, Shenzhen University, who has kindly assisted me in the editing and technical layout of all the articles in this volume. Together with two of his colleagues, he has also contributed an article to this volume. Last but not least I am greatly indebted to each of the authors who have contributed time and effort to this joint undertaking.

Below, I have listed and briefly outlined each of the articles and also added a few lines of biographical information on the authors. The sequence has been determined mostly by theme and scope, each article thereby adding to the understanding of the next article. Together, they hopefully form a story that justifies the title of this volume.

**The Legitimation of Cultural Icons Across Cultures:
The Role of Mass Media in the Marketing Process
Robert N. St. Clair**

Globalization involves an emerging world culture and consciousness, often generated by capitalist economic actors, often originating in the U.S., seeking profit in a global market (Lechner & Boli, 2008, p. 1-5). When Starbucks Coffee was temporarily allowed to operate from within The Forbidden City in Beijing, many observers believed the term “clash of civilizations” had acquired a new meaning. In his analysis of cultural icons across cultures, Robert St. Clair, professor at University of Louisville, Louisville, Kentucky and President of the International Association for Intercultural Studies, addresses an important aspect (some would say a consequence) of the tremendous economic growth that has taken place in China over the last two decades, coinciding with forces of globalization. Nobody can hide from the effects of globalization, which its staunchest critics equate with Americanization and McWorld.

**The Development of the Internet and the Digital Divide in China - a Spatial Analysis
Wei Song**

Dr. Wei Song, Department of Geography & Geosciences, University of Louisville, Louisville, Kentucky, discusses digital divides in China, at the national and local levels. Using Internet user counts and the number of domain names, he assesses the spatial divide in the distribution of Internet content creation and demand for Internet services. These are measured by a User Quotient (IUQ) which indicates the extent to which Internet users are concentrated in a province as compared to the nation as a whole, and a Domain Name Specialization Ratio (DSR), which is a standardized measure of the specialization of a region in domain names as compared to the nation as a whole. In conclusion, he finds discrepancies in digital access that suggest the digital divide is not likely to disappear in the near future.

**Blogs as a New Form of Public Participation in Mainland China
Yonghua Zhang**

Many scholars in the fields of political studies and communication studies have discussed the implications of the blogosphere and citizen journalism/grassroots journalism to democracy. Professor Yonghua Zhang, Chair, Department of Journalism and Communication, School of Film, TV Art and Technology, Shanghai University, extends this perspective to the Chinese context. Based on the blog content of a few selected websites in mainland China, she discusses the role of blogging in public discussion of issues of general concern. Finding that blogging in China so far is mostly private in nature, and drawing a parallel with European coffee houses of the 17th and 18th centuries, she explores the interplay between new online

media and traditional mass media, with an emphasis on present and future merits and demerits of blogging and democratic processes.

**Self-Censorship and the Rise of Cyber Collectives.
An Anthropological Study of a Chinese Online Community
Cuiming Pang**

Chinese youths are increasingly turning to the Internet to communicate with other youths, inside and outside China, and there are countless Chinese online communities. Many of these young “virtual cosmopolitans” know they will run into problems of censorship, filtering and government control. The issue of self-censorship, i.e. the extent to which one refrains from or avoids certain types of cyber conduct in anticipation of possible sanctions or lack of approval from the environment, is an interesting research topic, as PhD candidate Cuiming Pang, Oslo University discusses.

**Blogging Protests against Official Norwegian Policy on Climate Change
Andreas Ytterstad**

Blogging has become a major feature of “new media” and anyone with access to the Internet can use the blog to speak their minds to the world. There are considerable differences globally in terms of Internet penetration and access, as there are significant differences regarding the extent of government censorship. In Norway where most people enjoy broadband access and a large extent of freedom of expression, ordinary concerned citizens and established politicians are increasingly resorting to blogs to comment in Norwegian on a wide range of issues, for example, the climate debate. PhD candidate Andreas Ytterstad, Oslo University College, has chosen blogs and the climate debate in Norway as the theme of his PhD project. While his material is Norwegian, it may be suggestive of the possibilities and direction of political blogging also in other countries.

**Online News in China and Norway
Arne H. Krumsvik & Xiaowen Wang**

In many countries, traditional print newspapers face plummeting sales and circulation while electronic online newspapers are on the rise. Like much of the media industry, newspapers are squeezed between on the one hand what Croteau & Hoynes (2006) term the “public sphere model” with its macro-perspective of informed readership and the public interest and on the other hand “the business model” dictated by the more micro-oriented bottom-line considerations of enterprises. The decreasing popularity of traditional, print-based “one-way” media and the increasing popularity of “two-way,” interactive, electronic media mean that the work of journalists and editors is rapidly changing. Research fellow and PhD candidate Arne H. Krumsvik, Oslo University College, and MA candidate Xiaowen Wang, Communication University of China, discuss these developments in their co-authored comparative article on the status and development of online news in China and Norway.

Bubble or Future? The Challenge of Web 2.0 in China **Na Yang**

As PhD candidate Na Yang, Communication University of China, explains, the term “Web 2.0” was coined in 2004, and refers broadly to a second generation of web-based communities and hosted services, particularly social-networking sites and blogs. Of special concern are the ways in which these facilitate creativity and collaboration among end users and software developers, from ordinary netizens to business enterprises. By contributing content, the end user gives meaning to the term interactivity. Outlining the history of the Internet in China and with an emphasis on regulations such as censorship and social effects, especially decentralization of power, Na Yang finds that although Web 2.0 is popular with many Chinese netizens, the business community and investors have so far not identified a clear business model. The future of advertising-funded media in China is therefore still not clear, although the potential is obvious (Spurgeon, 2008). It may therefore be too early to conclude how Web 2.0 will affect Chinese society.

Complexity Design: A Case Study on **Sino-Norwegian Educational Cooperation using Digital Media** **Helge Høivik, Jorun Retvik & Shengquan Yu**

In Norway, digital competence is one of 5 basic skills in primary school; also in secondary and tertiary education, ICT is quickly making inroads. Internationally, ICTs have already made headway in the classrooms in many countries, sometimes as shared tools of globalized infrastructures. This is demonstrated in this article where Helge Høivik, Jorun Retvik and Shenquan Yu discuss educational innovation, design, design templates and patterns in e-learning, versatility, software solutions, and present findings from their dragon project, involving pupils and students in primary, secondary and tertiary level education institutions in Norway, China and Poland. Helge Høivik is associate professor at the Center for Educational Research and Development, and Jorun Retvik is assistant professor at The Faculty of Art, Design and Drama, both Oslo University College. Shenquan Yu is professor at The School of Modern Education Technology, Beijing Normal University.

Can Internet Reconstruct Traditional Media Frames? **A Study of Hyperlink Influence on Responsibility Attribution** **Juntao He, Xiaohui Pan & Yi Liu**

The hyperlink structure of the Internet resembles the way the brain processes information through neural nodes, and can be seen as a prerequisite for all Internet-based communication drawing on hyperlink structures. This idea is elaborated by Juntao He, Xiaohui Pan and Yi Liu, who are all Masters in Mass Communication at Shenzhen University. They discuss the extent to which hyperlinks can connect fragmented information into an integrated and more meaningful picture, thus affecting audience perception of society. In this perspective, the Internet can be viewed as a “framing mechanism” to reconstruct traditional media frames. In conclusion, the authors argue that while cyberspace may not give China more democracy, it does provide an opportunity to think more rationally about the formation of democracy.

**Alternative Online Chinese Nationalism:
Response to the Anti-Japanese Campaign in China on Hong Kong's Internet**
Simon Shen

“Cybermen” are playing an increasing role in Hong Kong public discursive debate in Hong Kong, and many mainland cybermen are also joining in. In April 2005, a series of anti-Japanese demonstrations broke out in China. Some scholars described these events in terms of China’s “online nationalism.” Is this form of Chinese nationalism found throughout China? Do the mainland Chinese Internet users have a different nationalist attitude from their compatriots living on China’s periphery in places like Hong Kong? What are the implications for China’s future? Dr. Simon Shen, Associate professor, Institute of Asia-Pacific Studies, The Chinese University of Hong Kong, discusses the concurrent and subsequent response of Hong Kong’s “cybermen” to the anti-Japanese discourse prevalent within the mainland Internet community from April 2005 to March 2007. Drawing on messages from 10 electronic forums in Hong Kong, his analysis probes into the reasons behind the differences, and he previews a likely pattern of online Chinese nationalism, should political circumstances in Beijing one day approximate those of present-day Hong Kong.

The Development of Digital Television in China and Norway
Robert Vaagan & Yu Wang

Television remains the most popular global medium and the switch from analogue to digital TV technology taking place worldwide offers TV viewers much more program content and channel choice, but of course all this comes with a price. Associate professor, Dr. Yu Wang, Communication University of China, Beijing and Associate professor, Dr. Robert Vaagan, Faculty of Journalism, Library and Information Science, Oslo University College, discuss these developments and identify key stakeholders and structures in China and Norway regarding government policy formulation of digital TV. While China and Norway are very different, their governments face many of the same problems regarding digital TV development: a need to weigh public interest and state broadcasting services against market-driven pressures, viewership preferences and affordability, all ushered in by globalization, economic progress and technological advancement.

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